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SMS MARKETING AS A TOOL FOR MOBILE MARKETING

Nowadays mobile communications and mobile phone can be viewed as integral parts of every person, just because a few years ago there was such marketing as mobile marketing. Now the world's main tools for mobile marketing are SMS and mobile sites that are of great use in Ukraine respectively 80% and 35% of subscribers. Although in recent years technology began its active dramatic development. Mobile apps, augmented reality browsers (Layar, Junaio) are widespread among the subscribers in Ukraine until maxim reaches 10%.

Academic Andreas Kaplan defines mobile marketing as "any marketing activity carried out through a widespread network to which consumers are constantly connected using their personal mobile device" [1].

Today mobile marketing is one of the most promising areas of advertising services in Ukraine. For example, one of its tools is sending promotional SMS, has become familiar to and common for us.

SMS-marketing over the past two years has increased tenfold and still it continues to grow and increase its wars up to about 5 million \$. The forecast development of this advertising segment is very optimistic, because on the one hand, SMS-Marketing uses mobile phones as a channel that is regarded as personal means of communication and on the other hand, they have already spread twice more than TV. The cause of SMS marketing lies in the fact that some years ago SMS advertising was not mass and goal-centered but during last years it has evolved and become more personalized and targeted to specific consumer need [2].

The main purpose of SMS marketing is bringing the main information to the consumer such as news, discounts, sales, different options. As one of the ways to attract people's attention to enterprises, they use various methods such as SMS marketing, SMS-poll, SMS-voting and SMS-mass mailing (push and pull). Push distribution is illegal because the user does not consent to receive SMS which may not attract his/her attention to the company, but rather scare away the potential customers. Pull distribution is legal, as the user agrees to receive information by filling in the form as a regular customer of the company [3].

Thus, drawing a conclusion, it can be stated that: firstly, the main advantage of SMS marketing is that you can be sure that the ads will be noticed, in addition this is a very good way of informing consumers about some attractive offers, secondly, sending helps to notify potential customers taking into account their age, sex, preferences, occupation and define the audience. Though, the disadvantage of SMS marketing is that it doesn't use the proposed goods for every potential customer.

LITERATURE

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